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LAWN & GARDEN:

Special Supplement—Pages 15-22

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Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

VOL. 21, NO. 20 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $2 a copy | OCTOBER 4, 1982

Making a point and showing his dismay, Rep. Thomas Luken (D-Ohio), right, questions assistant attorney general William Baxter about his controversial philosophy concerning resale price maintenance. *(DSN photos)*

Baxter's Stance on RPM Laws

By KEN RANKIN

WASHINGTON—The Reagan Administration's two top antitrusters shocked and outraged key members of Congress by openly refusing to enforce the Federal law against resale price maintenance.

Justice Department antitrust division chief William Baxter, the star witness at a pair of simultaneous House and Senate RPM hearings last month, attracted the heaviest Congressional fire from Rep. Thomas Luken (D-Ohio), House Antitrust and Restraint of Trade subcommittee chairman.

During more than an hour of tense grilling by various members of that House panel, Baxter repeatedly defended his refusal to prosecute manufacturer resale price fixing as an automatic Federal antitrust

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K mart Experiments With Upgraded Hard Goods Departments

By ARTHUR MARKOWITZ

DETROIT—K mart is taking another stab at remaking the hard lines side of the store.

The industry giant is testing upgraded hard goods departments in a move that parallels the trade up made in apparel during the last two years.

Trade observers have long said it is vital for K mart to upgrade its hard lines if it is going to attract the more affluent customers who are now shopping upscale discounters.

In view of K mart's identification as a hard lines retailer, observers were skeptical that

New Approach

A different arrangement for housewares and for computers being tested in K marts in the Sterling Heights and Rochester suburbs of Detroit. These stores are within a few miles of the discounter's Troy, Mich., headquarters.

Major Changes

The 100,000-sq.-ft. K mart in Rochester spotlights the discounter's major experiment—the development of a full-line, approximately 10,000-sq.-ft. home center that rivals the efforts of such major home center chains as Hechinger's and Rickels in appearance and depth of merchandise.

K mart reportedly used outside consultants experienced in home center merchandising to develop the new look for the department.

K mart executives declined to comment on the various test departments beyond asserting that the experimental sections won't necessarily be the prototype for chainwide use.

The Rochester store also has a revamped housewares area and a combined computer and video game setup.

new domestics set up. It plays up name brands, a color-coded presentation for St. Mary's towels, bath mats and toilet seat covers, and a bath shop. The latter includes hard goods and a K mart-originated, fashion-coordinated offering of towels, shower curtains and bathroom accessories.

But the two most radical moves in the Sterling Heights store are locating a game room with nine arcade games in the TV viewing room area (standard in most K marts) behind the new computer and video game setup, and developing "The Party Shoppe" featuring

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HARDWARE

• **A special report on lawn and** garden as discounters prepare for strong gardening sales in '83. (p. 15-22)

H&BA

• **The latest product move**ments show skin lotion, moisturizer and cream sales up 9% over last year. (p. 25)

HOUSEWARES

• **The addition of SilverStone**-coated bakeware will boost sales for the last quarter for discounters, buyers report. (p. 29)

CATALOG SHOWROOM NEWS

• **Silent Sam has passed the** test at Service Merchandise. Customers will be punching their orders into computer terminals in 40 of the chain's units by year end. (p. 30)

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SPARC Awards Are Distributed; Fisher, Shewmaker Honored

Herb Fisher, chairman of Jamesway (r.), was inducted into the Discount Hall of Fame by *DSN*'s associate publication director Fred Filer. *(DSN photo)*

Jack Shewmaker, president of Wal-Mart, was named Discounter of the Year at the annual SPARC Awards banquet. *(DSN photo)*

CHICAGO—The fifth annual SPARC Awards ceremonies not only drew record crowds, but saw a host of new first-place award winners.

The annual SPARC (Supplier Performance Awards by Retail Category) presentations were given during the recent Hardware Show here. The ceremonies also included the induction of Herbert Fisher, chairman of Jamesway, into the Discounting Hall of Fame and honored Jack

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SPARC Pictorial Section
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The test home center in K mart's Rochester, Mich., unit features clearer category merchandising such as wall covering fixtures. Note the sign with the stylized illustration of the merchandise and the round flats for paint. *(DSN photo)*